

CREST 3D WHITE LUXE DIAMOND STRONG- sodium fluoride paste, dentifrice
The Procter & Gamble Manufacturing Company

Disclaimer: Most OTC drugs are not reviewed and approved by FDA, however they may be marketed if they comply with applicable regulations and policies. FDA has not evaluated whether this product complies.

Crest[®] 3D White
Luxe[™] Diamond Strong[™]

Drug Facts

Active ingredient

Sodium fluoride 0.243% (0.16% w/v fluoride ion)

Purpose

Anticavity toothpaste

Use

helps protect against cavities

Warning

Keep out of reach of children under 6 yrs. of age. If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

Directions

- adults and children 2 yrs. & older: brush teeth thoroughly after meals or at least twice a day or use as directed by a dentist
 - do not swallow
 - to minimize swallowing use a pea-sized amount in children under 6
 - supervise children's brushing until good habits are established
- children under 2 yrs.: ask a dentist

Inactive ingredients

glycerin, hydrated silica, sodium hexametaphosphate, water, PEG-6, flavor, trisodium phosphate, sodium lauryl sulfate, carrageenan, cocamidopropyl betaine, sodium saccharin, sucralose, xanthan gum, titanium dioxide, mica

Questions?

1-800-492-7378

DISTR. BY
PROCTER & GAMBLE,
CINCINNATI, OH 45202

PRINCIPAL DISPLAY PANEL - 99 g Tube Carton

Crest®

3D WHITE

LUXE™

FLUORIDE ANTICAVITY

TOOTHPASTE

DIAMOND

STRONG™

REMOVES UP TO 90% OF SURFACE STAINS

IN 3 DAYS & STRENGTHENS ENAMEL

BRILLIANT MINT NET WT 3.5 OZ (99 g)



CREST 3D WHITE LUXE DIAMOND STRONG

sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:37000-400
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU4080)	FLUORIDE ION	1.6 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
HYDRATED SILICA (UNII: Y607T4G8P9)	
SODIUM POLYMETAPHOSPHATE (UNII: P1BM4ZH95L)	
WATER (UNII: 059QF0KO0R)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
XANTHAN GUM (UNII: TTV12P4NEE)	
SUCRALOSE (UNII: 96K6UQ3ZD4)	
GLYCERIN (UNII: PDC6A3C0OX)	
MICA (UNII: V8A1AW0880)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
POLYETHYLENE GLYCOL 300 (UNII: 5655G9Y8AQ)	
SODIUM PHOSPHATE, TRIBASIC, ANHYDROUS (UNII: SX01TZO3QZ)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
CARRAGEENAN (UNII: 5C69YCD2YJ)	

Product Characteristics

Color	white (with blue gel stripe)	Score	
Shape		Size	
Flavor	SPEARMINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:37000-400-03	1 in 1 CARTON	09/01/2013	
1		99 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:37000-400-04	1 in 1 CARTON	09/01/2013	
2		136 g in 1 TUBE; Type 0: Not a Combination Product		

Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC monograph final	part355	09/01/2013	

Labeler - The Procter & Gamble Manufacturing Company (004238200)

Revised: 5/2023

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